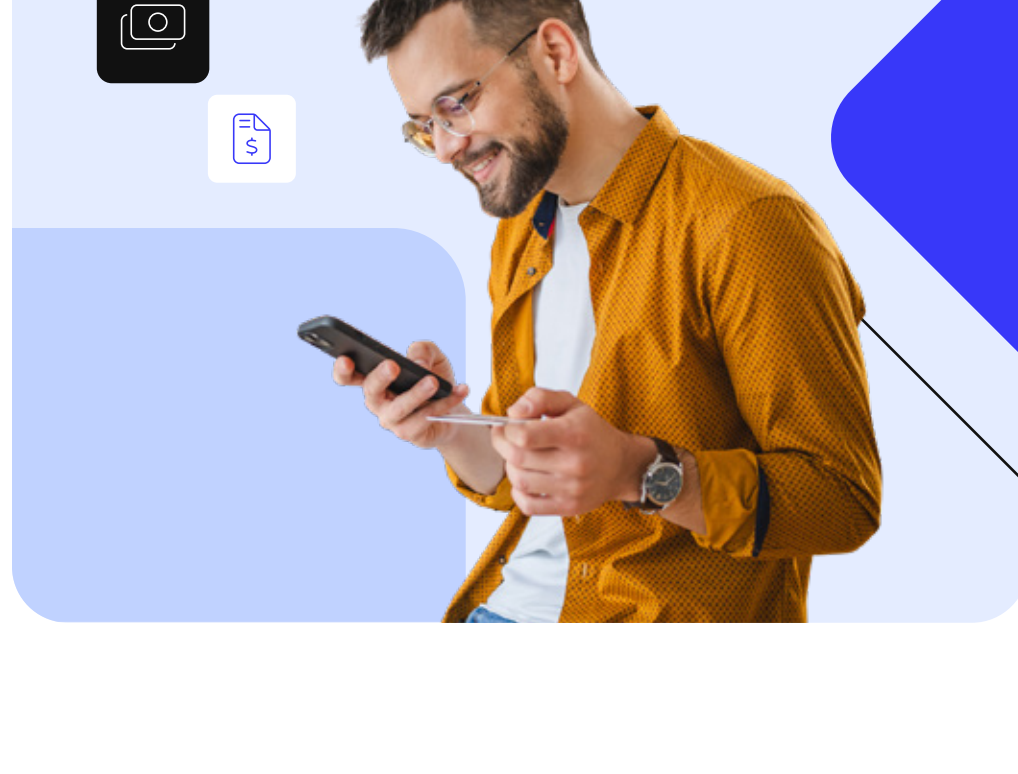


This Is How Puntored Manages Its Financial Control While Making Life Easier for 18 Million Users

What is Puntored?

Puntored is the largest banking correspondent network in Colombia and defines itself as a Fintech as a Service with over 19 years in the market.

Within the PSP/Fintech industry, its purpose is to "enable financial services for companies, businesses, and individuals, promoting financial inclusion in Latin America", and it has solidified its position as a key player in the success of the country's most important digital wallets, such as Nequi and Daviplata.



Besides Colombia, the company has operations in Mexico and Puerto Rico.

Use cases

- Bank Statements vs. Internal Transactional Database (CXR)
- Implementation and Comparison of Bank Statements vs. SAP Internal Movement Base

+18M monthly customers	+375M annual transactions	+\$3.4MM USD annual processing
+32 reports	48 data sources	35 mil solutions in a single API

Problem

With over 375 million annual transactions to reconcile from multiple channels to partner banks, Puntored was managing its reconciliation processes through Excel spreadsheets and its ERP, resulting in lengthy turnaround times for obtaining results and making decisions.

Additionally, this system should be capable of **processing large volumes of records from multiple data sources**, allowing for complete control of its transactional level, ensuring consistency between revenue records from the 15+ integrated banks and its internal operations system.



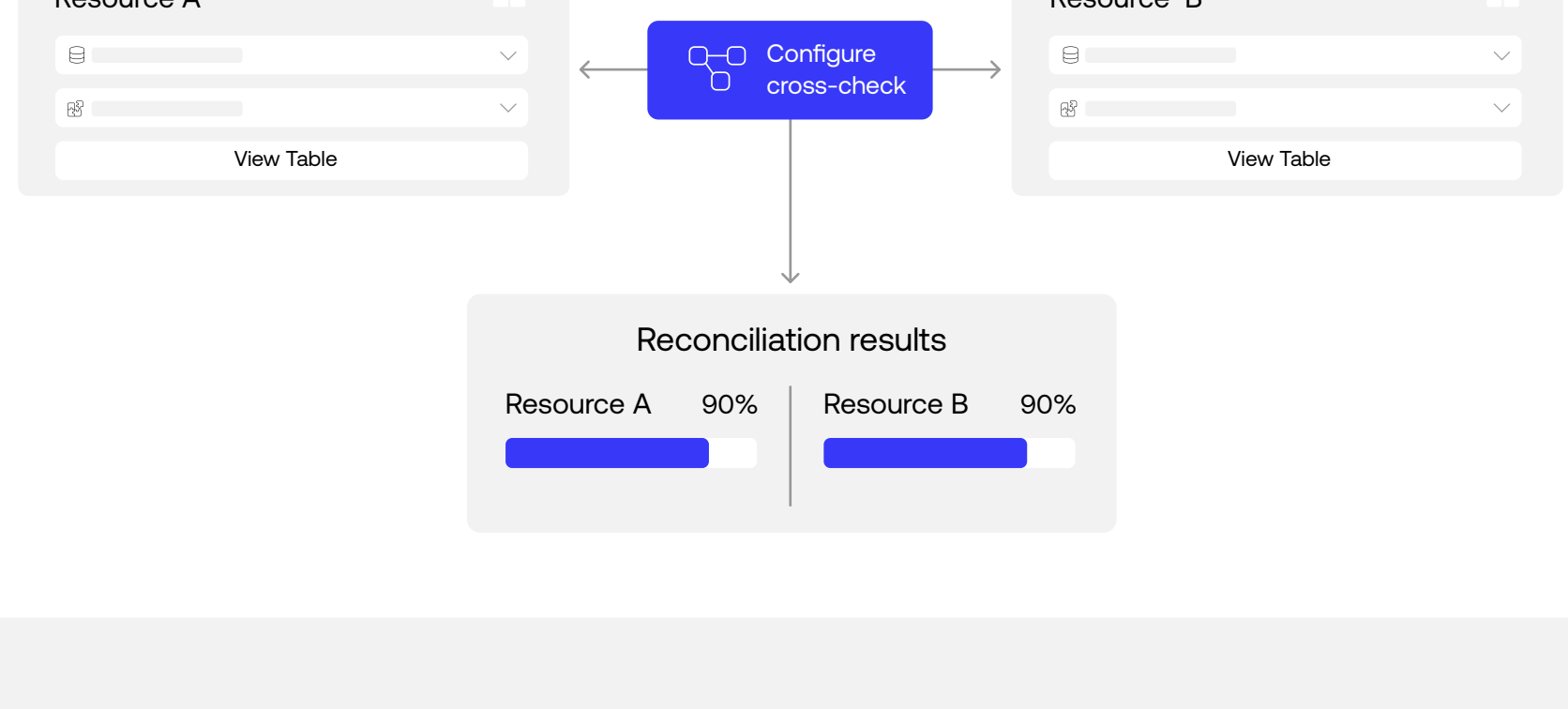
The company identified a need for a system to **manage and centralize control of its operations**, significantly reducing reconciliation times by automating data loading.

"Simetrik is scalability, automation, speed and accuracy in the results of important cash flow control processes"

Carolina Ramirez, Head of Operations, Puntored

Solution

In the initial phases of the project in 2021, Simetrik provided implementation services to Puntored. Subsequently, after several training sessions, the company **established a self-managed process**, supported by workspaces led by Simetrik's Customer Success and Services teams, **to build a complete reconciliation flow**, including training and action plans.



- 1. Automation**
Initially, the immediate need to automate the control of its operations was addressed, **including bank movements and movements within its operations tool.**
- 2. Optimization**
To maximize the benefits of Simetrik, Puntored embarked on a project to optimize its databases, **reducing file sizes by more than 50%**. This significantly improved the performance of all its processes and allowed the company to move to the next phase of the project.
- 3. Expansion**
In this phase, the solution was expanded to include a comprehensive workflow that covers **all of Puntored's reconciliation processes**, including operations, accounting, finance, and treasury.

4. Support
Currently, Puntored is in the training, implementation, and process automation phase. With initial support and adequate training, **Puntored found in Simetrik an efficient and scalable solution that handles large volumes of information and grows with the business.** Additionally, a plan was deployed with unlimited reconciliations, sources, and users, along with a robust Customer Success program to provide ongoing support.

"Simetrik has strengthened our ability to make informed decisions, enabling Puntored to focus on our mission of promoting financial inclusion in Latin America."

Carolina Ramirez, Head of Operations, Puntored

Benefits

With Simetrik, Puntored has streamlined their operations, benefiting from a self-service tool that automates high-volume transaction processing.

financial issues that were previously unattainable due to the significant amount of time spent on manual tasks. As a result, they have achieved:

- Greater control of the operation with more accurate results.
- Improved efficiency in reporting and data analysis processes.
- A stronger focus on strategic decision-making.

They receive information from various sources, in different formats, and from over 1,200 automated connections. This has resulted in high processing capacity, fast, efficient, and timely results.

With Simetrik, Puntored's finance and operations team can now focus on identifying and resolving operational and

Results

With 21 active users and over 171 monthly sessions, Simetrik has become a cornerstone of Puntored's operations. The platform processes more than 10GB of data, enabling faster, more informed decision-making.

- From 5 days to minutes in data delivery**
- +171 sessions**
- +10 GB Data analyzed monthly**

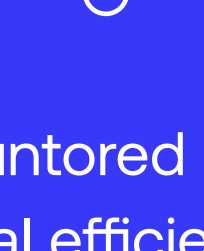
	Before Simetrik	With Simetrik
Time	The technology department was responsible for fulfilling information requests, which could take up to 5 days.	They benefit from a user-friendly tool that provides results in minutes.
Automation	The team was focused on manual operational tasks, which prevented them from having a comprehensive view of the entire operation.	Through automation, the company has significantly increased its processing capacity, resulting in efficient and timely operations, and empowering the team to focus on strategic decision-making.

Furthermore, Puntored has been very pleased with the results of implementing Simetrik for operational bank reconciliations compared to its transactional control system.

This will enable Puntored to manage all of its operations **through a single platform**:

- Bank fees
- Taxes
- Transfers
- Cash receipts
- Sales income and expenses

As a result, in 2024, the company decided to expand Simetrik's reach to include accounting and finance reconciliations.



"The biggest benefit we've gained at Puntored since implementing Simetrik has been a significant improvement in our operational efficiency. Simetrik has allowed us to automate our reconciliations and process transactions more efficiently."

Carolina Ramirez, Head of Operations, Puntored

Last updated: April 2025